

## **CLAIM OR CLAIMS**

What is claimed is:

1. A method for rating customer demand based on customer desires, supplier's ability to deliver and the dollars paid for that delivery, the method comprising:
  - defining the supplier attributes to measure;
  - defining the supplier entities that are able to deliver the attribute sets being measured;
  - defining the dollars paid and price points for the supplier entity to deliver all or a subset of the attributes being measured;
  - defining the fields of customer identifiers;
  - building a set of questions into a customer survey to collect data;
  - inviting or selecting active customers to collect data by completing the interview;
  - reducing the attribute set to a manageable number of demand drivers that represent the attributes in terms of customer desires and supplier delivery with pre-scores for each driver;
  - creating three identically scaled norms tables from the pre-scores for customer desires, supplier delivery, and dollars paid that calculate an indexed score;
  - clustering groups of customers using the indexed scores of demand drivers and dollars paid;
  - generating the 3-D customer demand rating of each segment based on desires, delivery and dollars;
  - building and illustrating 3-D customer demand profiles based on desires, delivery and dollars.
2. The method of claim 1, wherein the Attributes to be measured describe a supplier, an industry, a product, a service, an offering, a program, an event, an emotion, a feeling, a person or any other inanimate or animate object.
3. The method claim 1, wherein the customer identifiers describe a person by demographics, attitudes, behaviors, emotions, purchasing habits, socio-economics and various other unique identifiers.
4. The method of claim 1, wherein the data collection of customer surveys occurs by best means possible according to the researcher, which may include paper, in-person or computer-based interviews.

- 1        5. An automated customer demand rating system comprising:  
an input device that receives data from customer surveys;  
a computer system including a central processing unit and a storage unit that responds  
to the survey data received by the central processing unit by rating the demand of  
5        each customer in terms of desires for supplier attributes, supplier ability to deliver  
on those attribute desires and the dollars paid or willing to pay for those supplier  
attributes.  
an output device that graphically presents the data and 3-D demand profile.
- 10       6. The automated customer demand rating system of claim 5, wherein the computer system  
further includes:  
a plurality of customer identifiers stored in the storage unit that identify the  
demographics, attitudes, behaviors, emotions, purchasing habits, socio-economics  
and various other unique ways to describe a customer; and  
a plurality of supplier attributes stored in the storage unit from the raw responses of  
15       customer surveys in terms of their desires for an attribute and a supplier's ability  
to deliver on that attribute; and  
a rating advisor in the storage unit that illustrates and clarifies which of the customer  
identifiers are more meaningful than others in relation to demand for that set of  
customers.
- 20       7. The automated customer demand rating system of claim 6, wherein the rating advisor:  
generates segments of customers based on their common levels of desires and dollars  
paid or willing to be paid to a supplier to obtain those desires; and  
generates detailed analysis within each customer segment by rating their level of  
desires for each supplier attribute; and  
25       generates detailed analysis within each customer segment by rating the supplier's  
ability to meet desires for each supplier attribute; and  
illustrates and clarifies within each customer segment which of the customer  
identifiers are more meaningful than others in terms of demand.
- 30       8. The automated customer demand rating system of claim 5, wherein the rating is  
calculated based on the indexed scores of customer desires for attributes, supplier  
delivery on those attributes, and the dollars paid or willing to pay for those attributes.

1        9. An apparatus comprising:

         a storage unit;

         a central processing unit configured to receive customer survey data; and

         a customer demand rating system that responds to the survey data received by the

5                central processing unit by rating the demand of each customer in terms of desires

         for supplier attributes, supplier ability to deliver on those attribute desires and the

         dollars paid or willing to pay for those supplier attributes.

10. The apparatus of claim 9, further comprising:

         a plurality of customer identifiers stored in the storage unit that identify the

10                demographics, attitudes, behaviors, emotions, purchasing habits, socio-economics

         and various other unique ways to describe a customer; and

         a plurality of supplier attributes stored in the storage unit from the raw responses of

         customer surveys in terms of their desires for an attribute and a supplier's ability

         to deliver on that attribute; and

15                a rating advisor in the storage unit that illustrates and clarifies which of the customer

         identifiers are more meaningful than others in relation to demand for that set of

         customers.

11. The apparatus of claim 10, wherein the rating advisor:

         generates segments of customers based on their common levels of desires and dollars

20                paid or willing to be paid to a supplier to obtain those desires; and

         generates detailed analysis within each customer segment by rating their level of

         desires for each supplier attribute; and

         generates detailed analysis within each customer segment by rating the supplier's

         ability to meet desires for each supplier attribute; and

25                illustrates and clarifies within each customer segment which of the customer

         identifiers are more meaningful than others in terms of demand.

12. The apparatus of claim 9, wherein the rating is calculated based on the indexed scores of

         customer desires for attributes, supplier delivery on those attributes, and the dollars paid

         or willing to pay for those attributes.